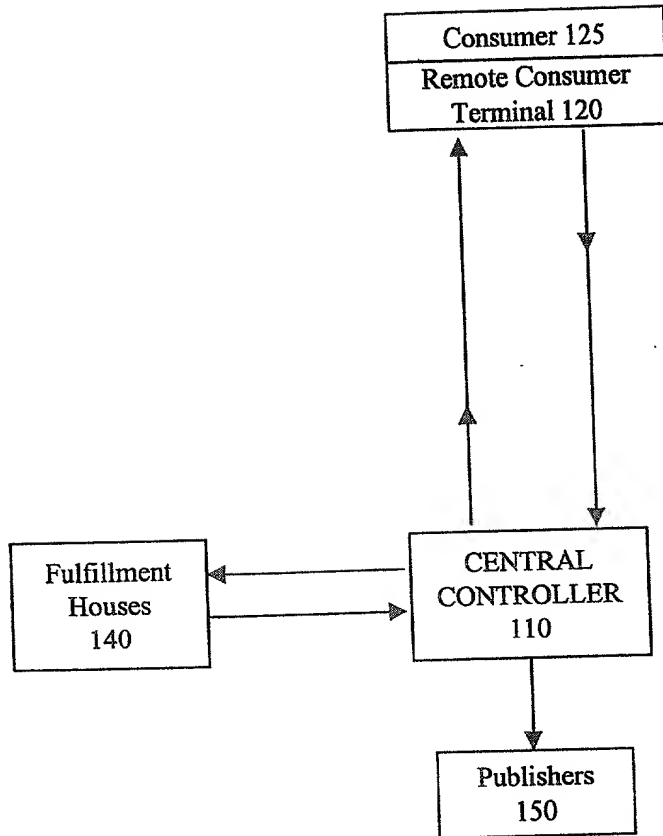


Fig. 1



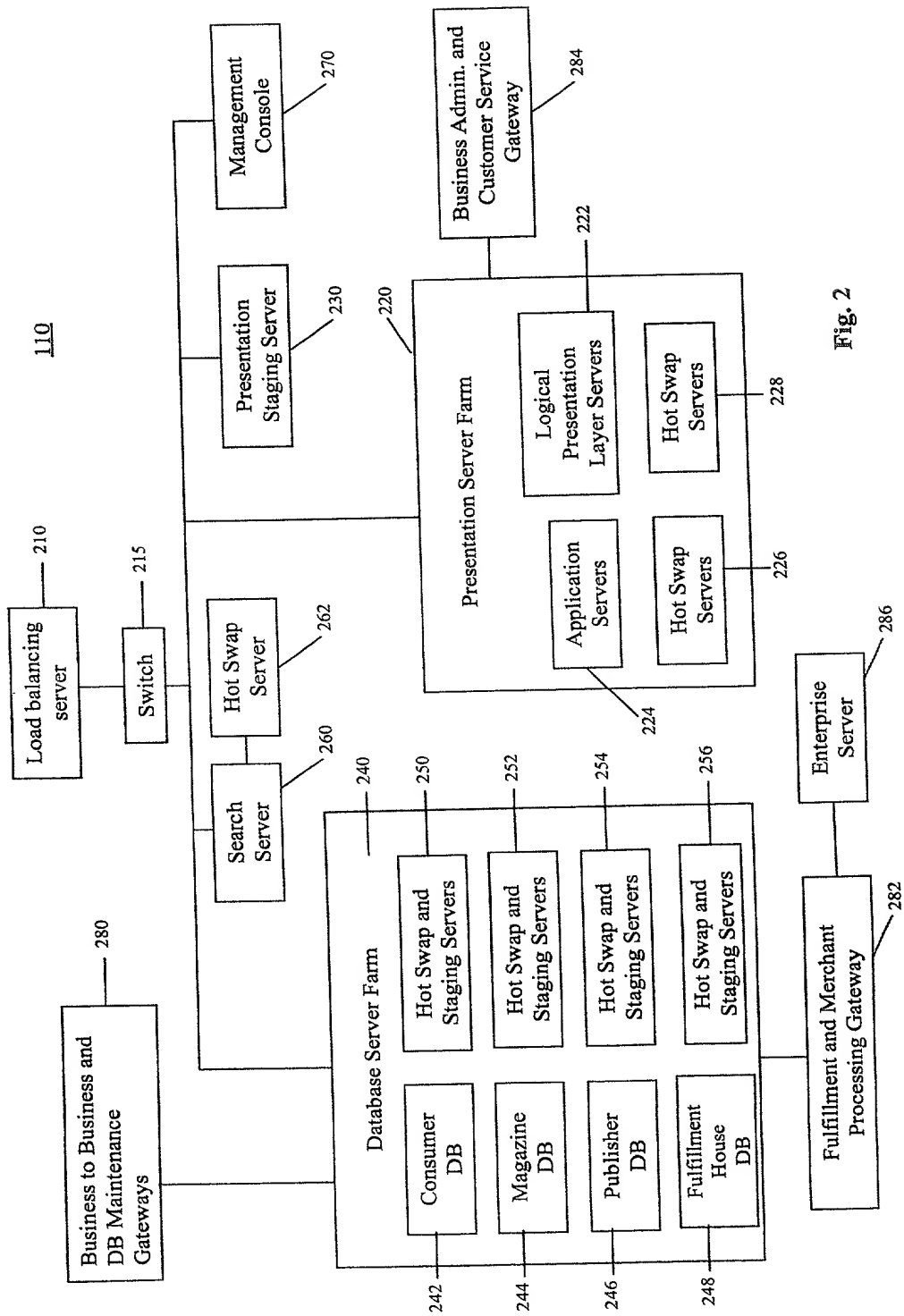


Fig. 2

481463

Fig. 3

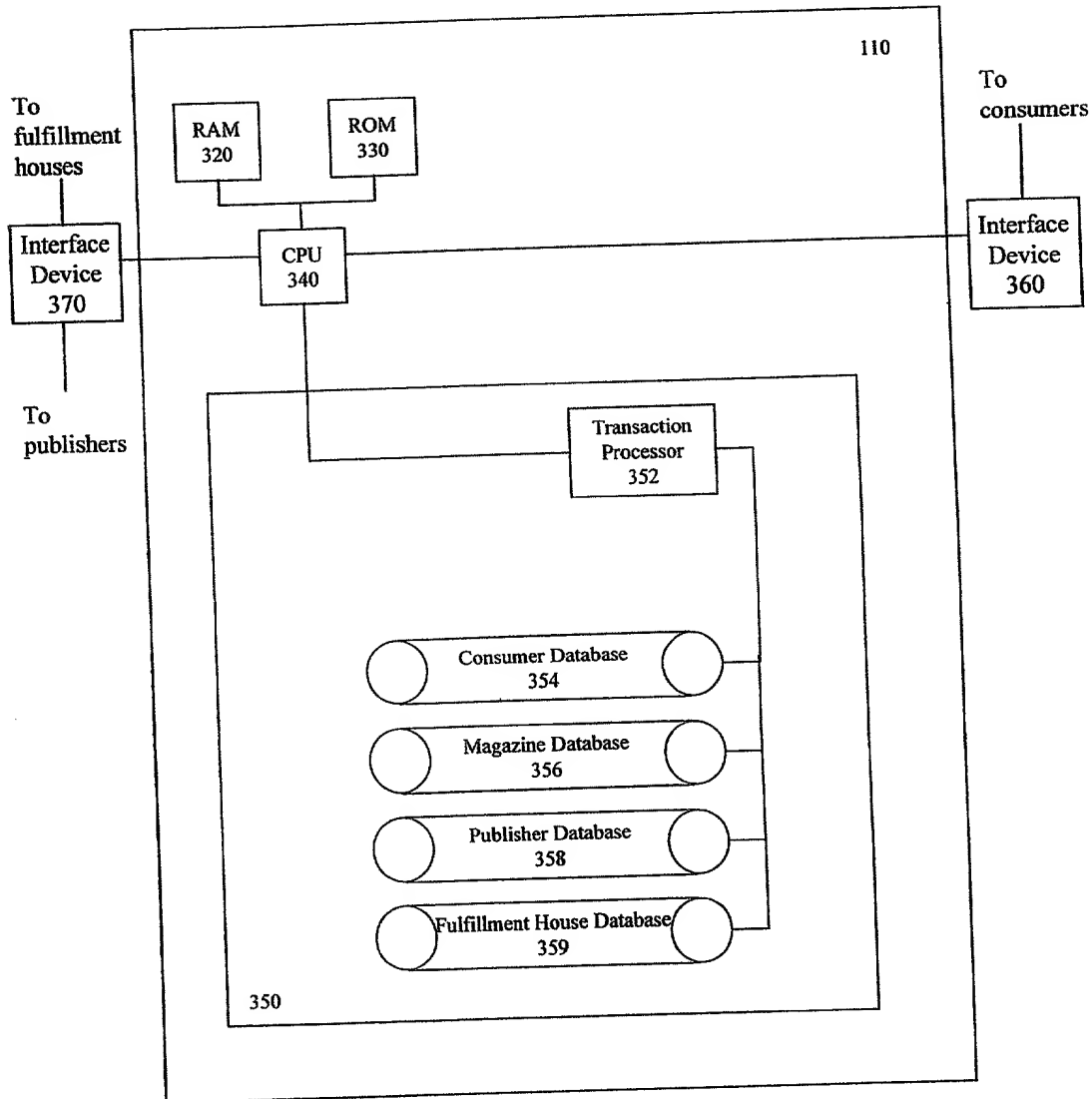


Fig. 4

Consumer Database 354

Consumer ID	Consumer Name and Address	Consumer Profession	Consumer Title	Consumer Field of Specialty	Qualification Date	Magazine ID	Personal Identifier
071168	T. Maginnis 45 Sutton Place NY, NY 10023 tmagin@yahoo.com	Engineer	Research Engineer	Computer Software	7/15/99	112773 995568 102091	Mother's Maiden Name = Porzio

Fig. 5

Magazine Database 356

Magazine ID	Magazine Name	Publisher ID	Fulfillment House ID	Internal Counter	Internal Counter Limit	Publisher Charge (New Subscription)	Publisher Charge (Renewal)
112773	Engineering News	012678	021935	711	1000	\$5	\$1.25

Fig. 6

Publisher Database 358

Publisher ID	Publisher Name	Publisher Information (contact, address, phone)	List of Magazine IDs Published
012678	Time, Inc.	Gerard A. Haddad 345 Park Avenue NY, NY 10154	112773 120965 100843

**Fig. 7**

**Fulfillment House Database 359**

Fulfillment House ID	Fulfillment House Name	Fulfillment House Information (contact, address, phone, etc.)	List of Magazine ID's Provided
021935	CDS	Rich Erwine 345 Park Avenue NY, NY 10154	112773 120965 100843 090296

Fig. 8  
Consumer Sign Up

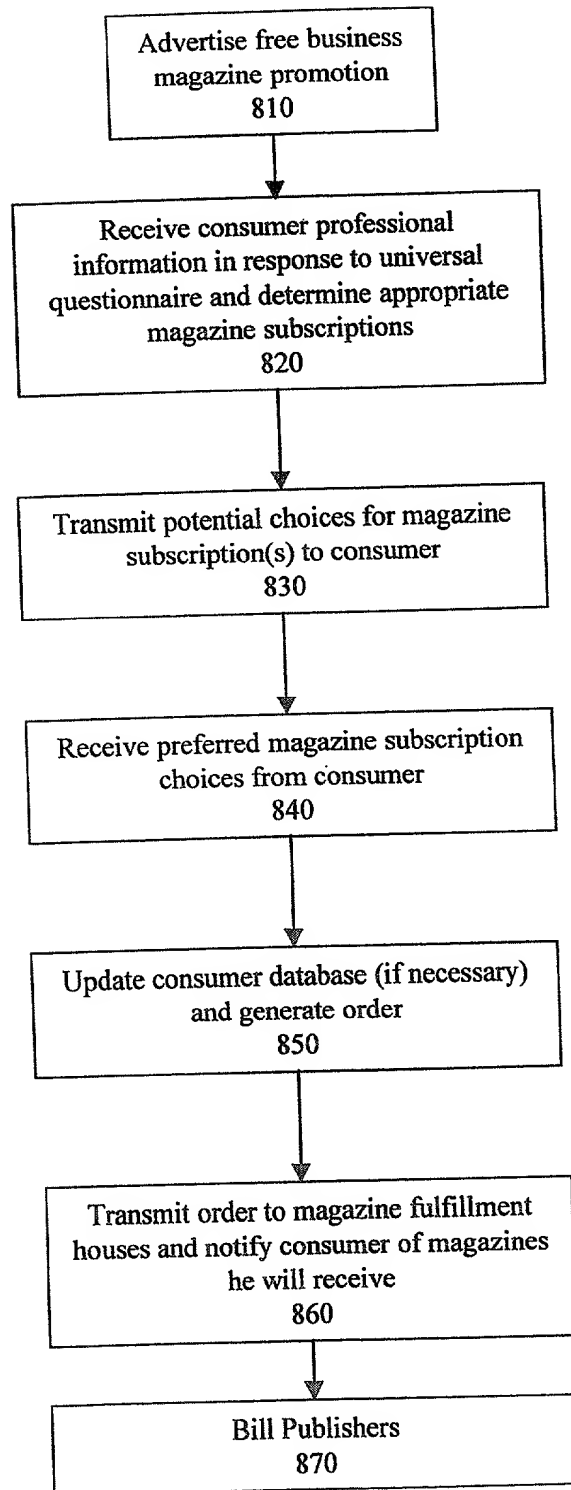




Fig. 9

Example of questions being brought down to lowest common denominator:

Magazine A What is your company's annual gross sales?	Magazine B What are your organization's gross sales yearly?	Magazine C How much revenue does your company generate each year?	Universal Questionnaire What is your organization's annual gross sales?
A Over \$300 million	G Over \$250 million	P Over \$500 million	1 Over \$500 million
B \$200 million to under \$300 million	H \$150 million to under \$250 million	Q \$100 million to under \$500 million	2 \$300 million to under \$500 million
C \$100 million to under \$200 million	I \$100 million to under \$150 million	R \$25 million to under \$100 million	3 \$250 million to under \$300 million
D \$50 million to under \$100 million	J \$50 million to under \$100 million	S \$5 million to under \$25 million	4 \$200 million to under \$250 million
E \$5 million to under \$50 million	K \$25 million to under \$50 million	T \$1 million to under \$5 million	5 \$150 million to under \$200 million
F Under \$5 million	L \$10 million to under \$25 million	U Under \$1 million	6 \$100 million to under \$150 million
	M \$5 million to under \$10 million		7 \$50 million to under \$100 million
	N \$1 million to under \$5 million		8 \$25 million to under \$50 million
	O Under \$1 million		9 \$10 million to under \$25 million
			10 \$6 million to under \$10 million
			11 \$1 million to under \$5 million
			12 Under \$1 million

Example of universal questionnaire answers translated back to publishers answers:

What is your organization's annual gross sales?	Answers to Universal Questionnaire	Answers to Individual Magazine Questionnaire
1 Over \$500 million	<input type="checkbox"/>	
2 \$300 million to under \$500 million	<input type="checkbox"/>	
3 \$250 million to under \$300 million	<input type="checkbox"/>	
4 \$200 million to under \$250 million	<input type="checkbox"/>	
5 \$150 million to under \$200 million	<input type="checkbox"/>	
6 \$100 million to under \$150 million	<input type="checkbox"/>	
7 \$50 million to under \$100 million	<input type="checkbox"/>	
8 \$25 million to under \$50 million	<input checked="" type="checkbox"/>	E Magazine A
9 \$10 million to under \$25 million	<input type="checkbox"/>	L Magazine B
10 \$5 million to under \$10 million	<input type="checkbox"/>	S Magazine C
11 \$1 million to under \$5 million	<input type="checkbox"/>	
12 Under \$1 million	<input type="checkbox"/>	

**Fig. 10A**  
Receive Consumer Information In Response...  
(Step 820)  
From Step 810

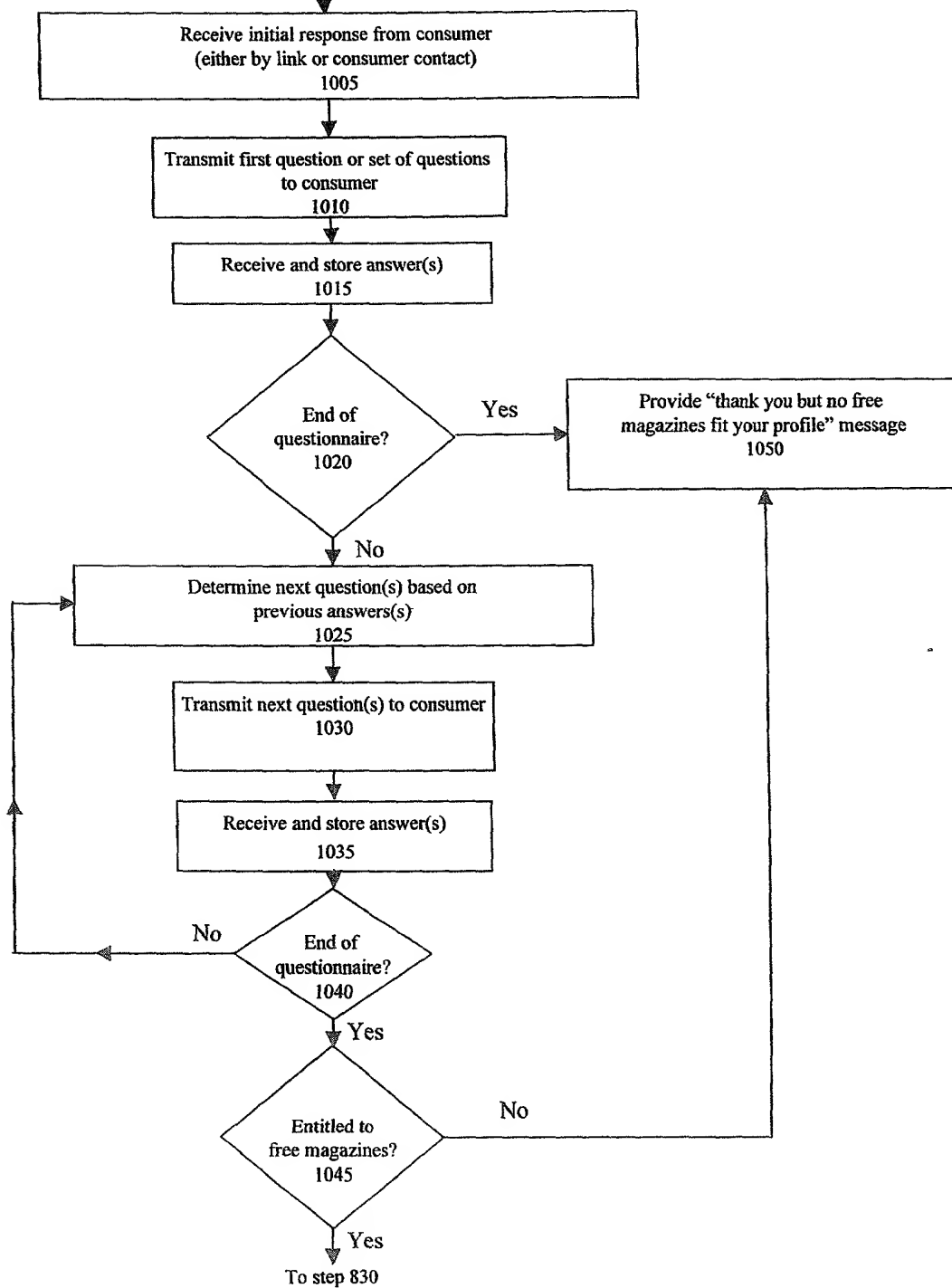


FIG. 10B

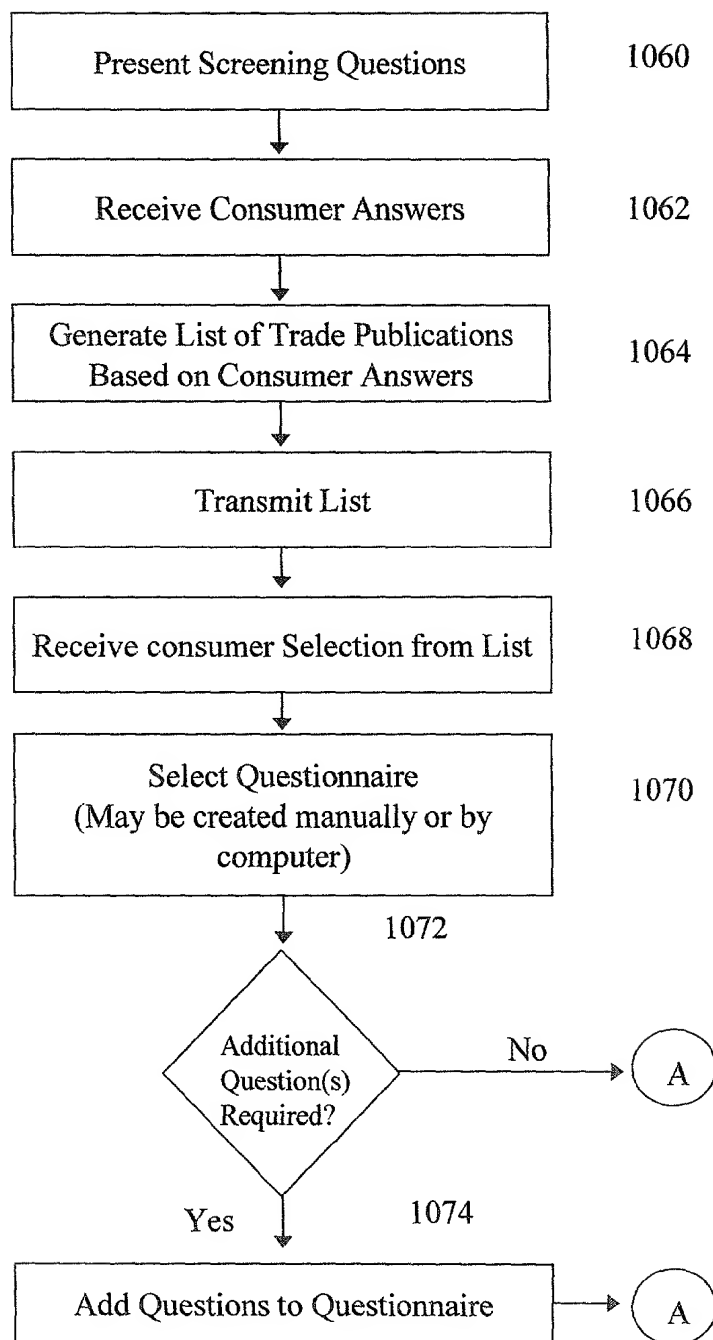


FIG. 10C

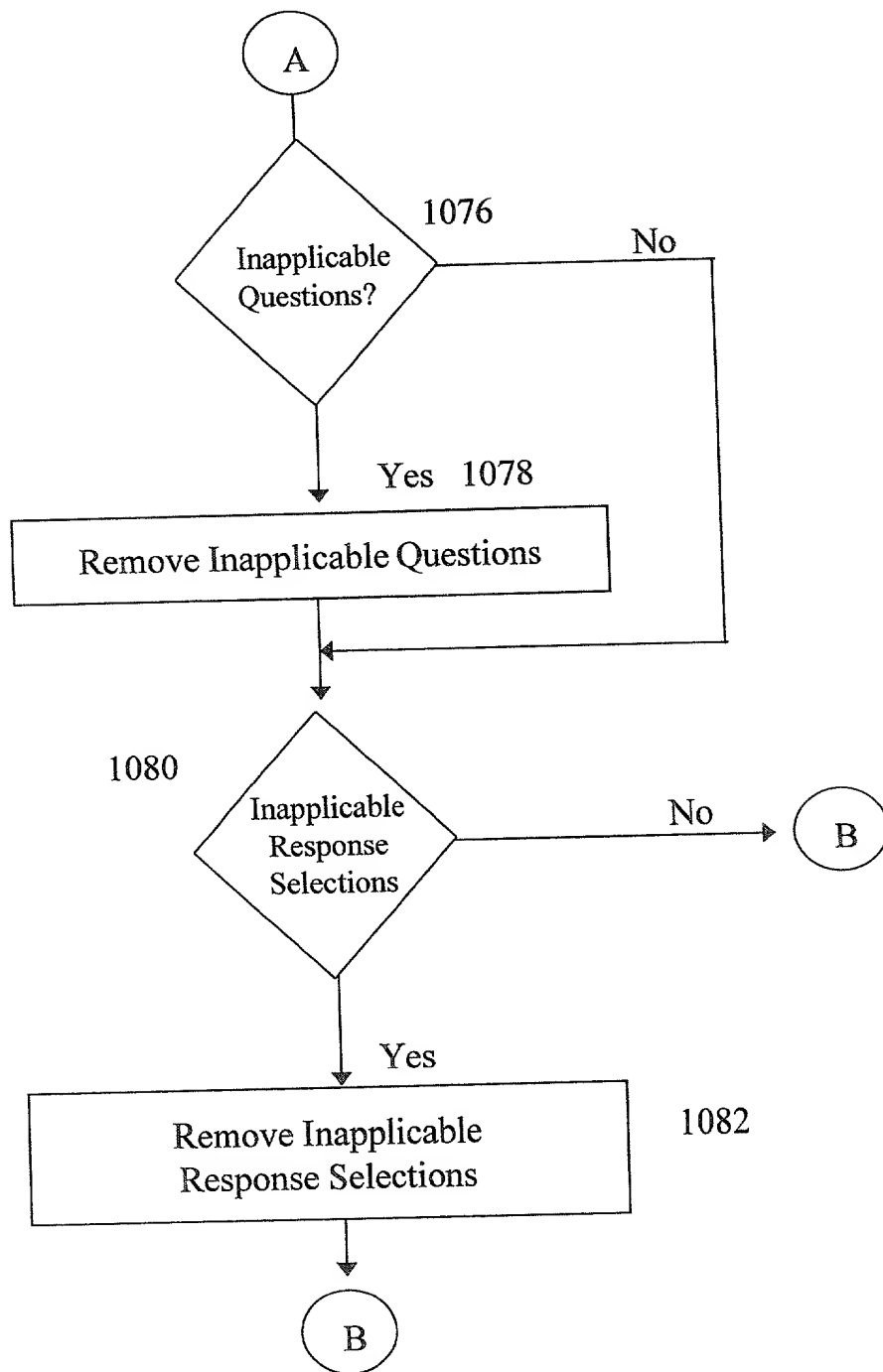


FIG. 10D

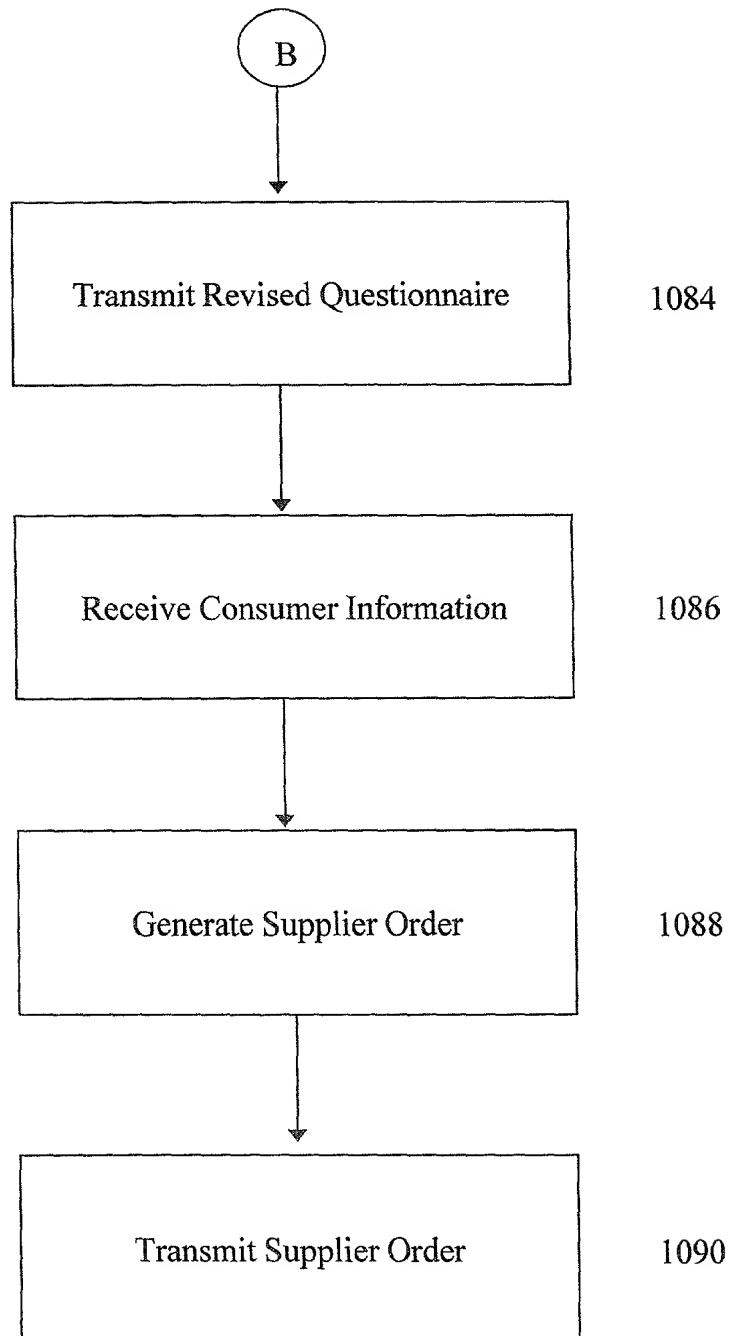


Fig. 11A  
Specific Example of Step 820  
From Step 810

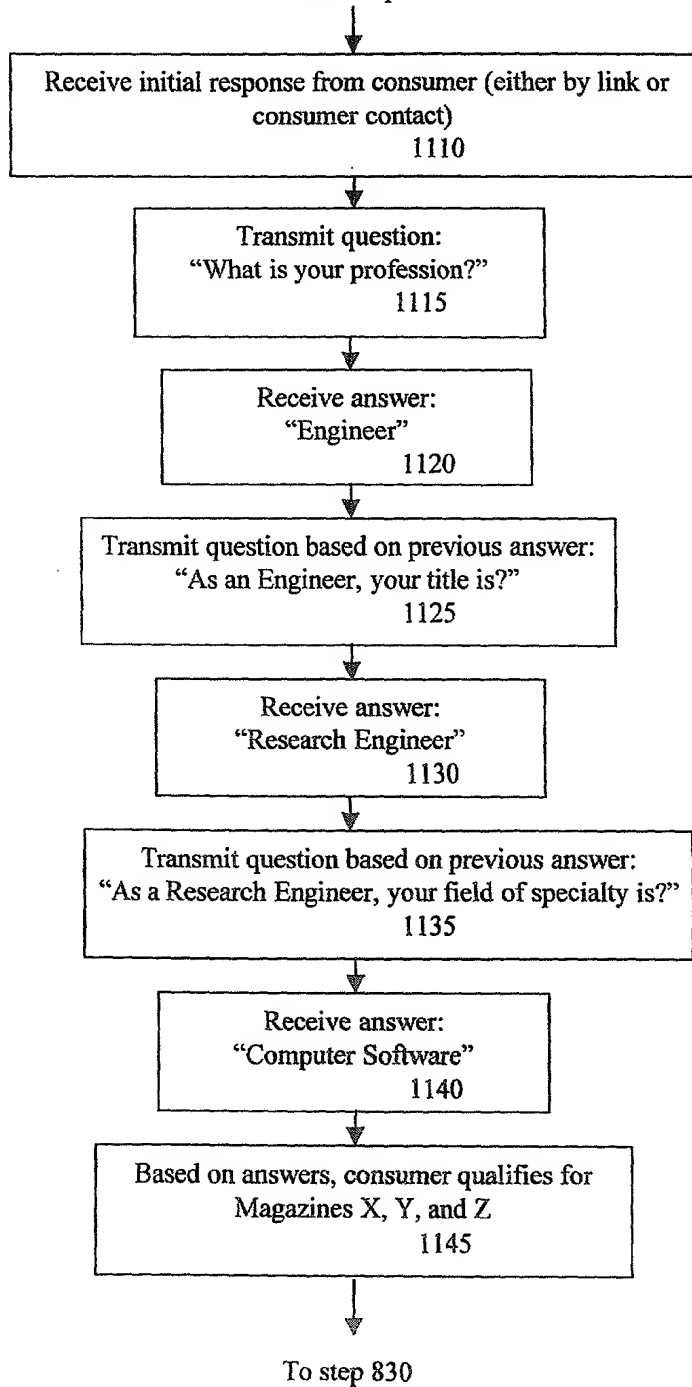


Fig. 11B

"Tree Logic" of the Universal  
Questionnaire

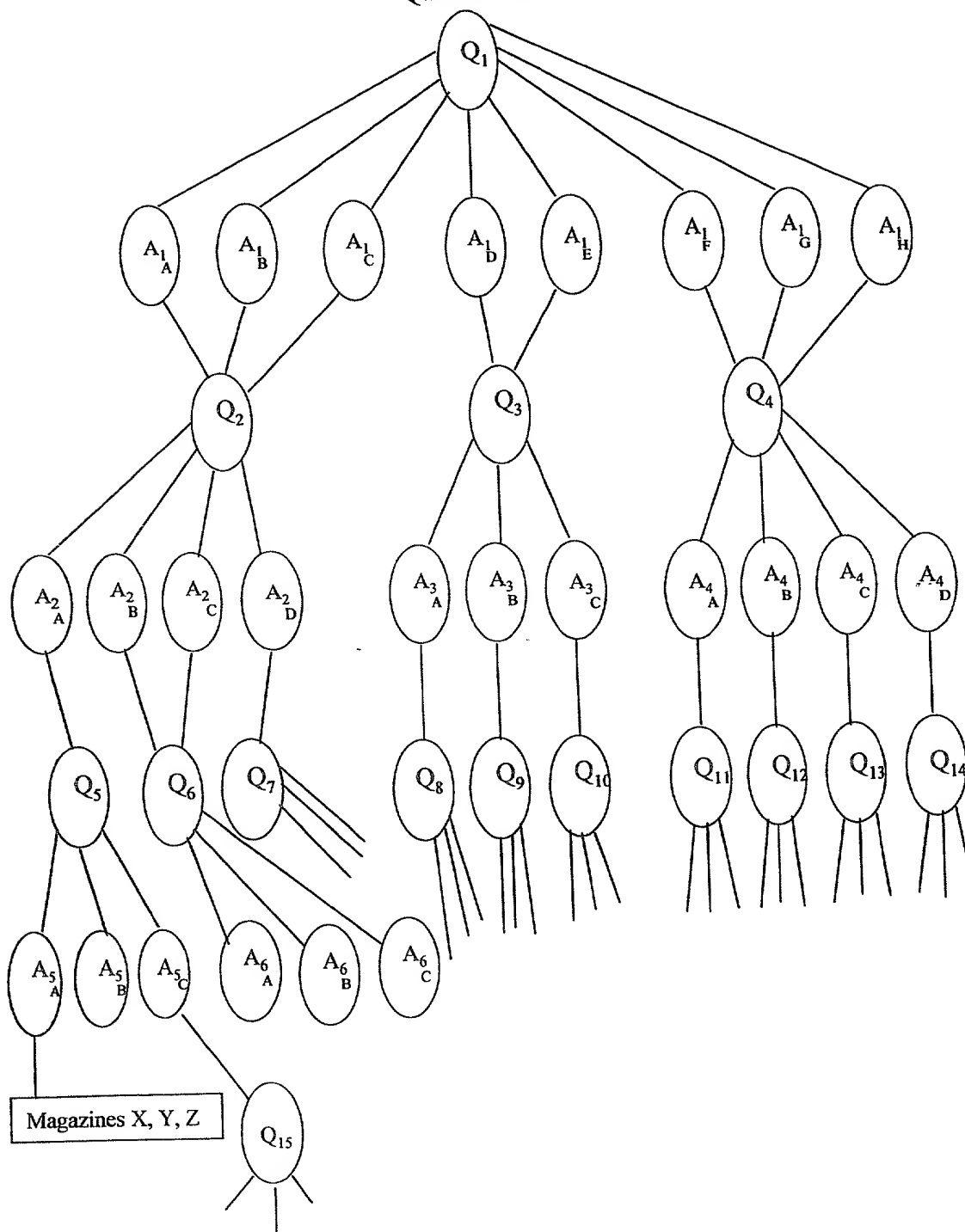


Fig. 11C

Example of Universal  
Questionnaire

Q<sub>1</sub>: "What is your profession?"

A<sub>1</sub>: ☒ A ☐ B ☐ C ☐ D ☐ E ☐ F ☐ G ☐ H

A = Engineer  
B = Management  
C = Lawyer  
etc.

(If A<sub>1</sub> = A, then ... Q<sub>2</sub>)

Q<sub>2</sub>: "As an Engineer, your title is?"

A<sub>2</sub>: ☒ A ☐ B ☐ C ☐ D

A = Research  
B = Application  
C = Sales  
etc.

(If A<sub>2</sub> = A, then ... Q<sub>5</sub>)

Q<sub>5</sub>: "As a Research Engineer, your field of specialty is?"

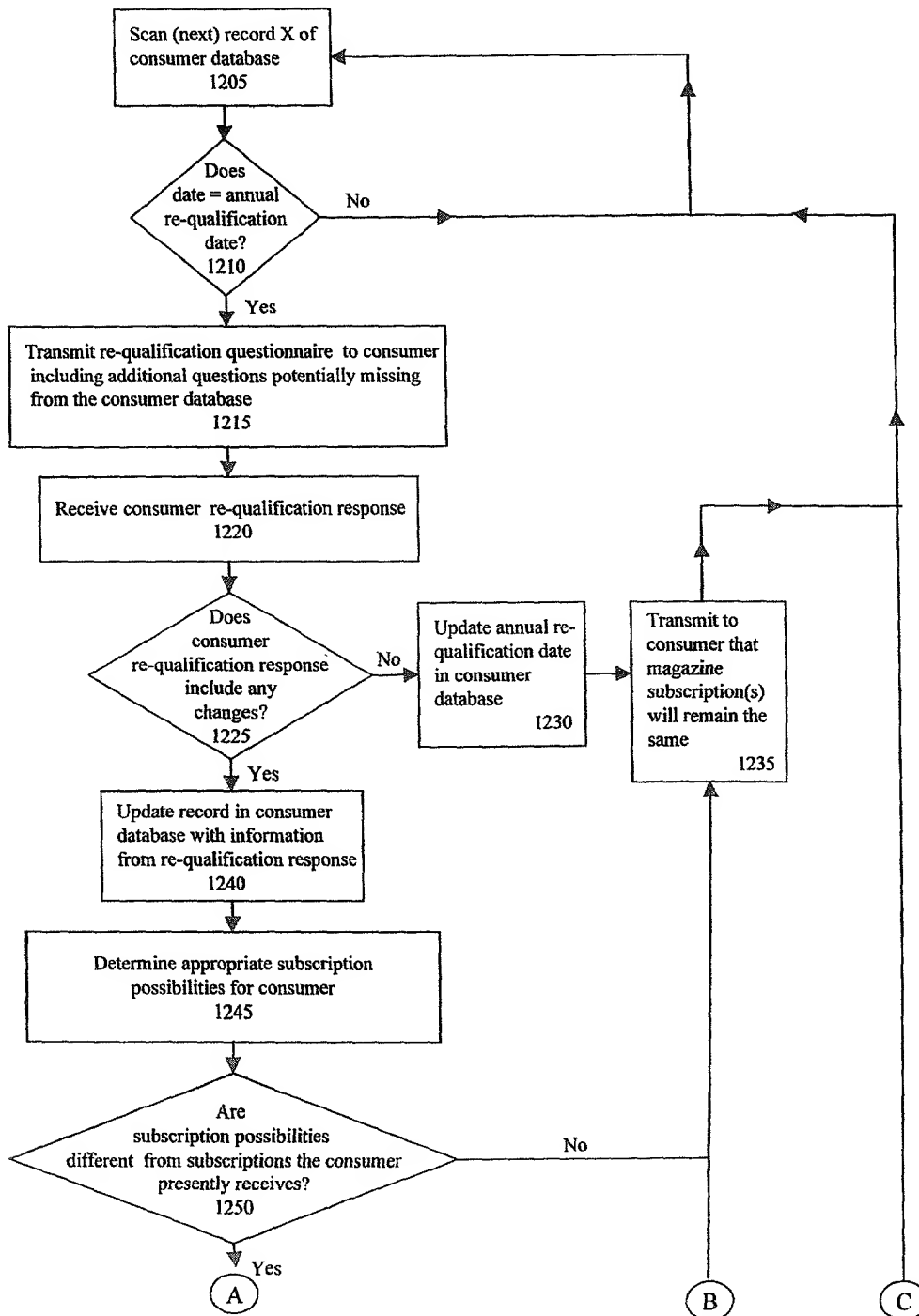
A<sub>5</sub>: ☒ A ☐ B ☐ C

A = Computer Software  
B = Computer Hardware  
C = Bio-medical

If A<sub>1</sub> = A and A<sub>2</sub> = A and A<sub>5</sub> = A then consumer qualifies for magazines X, Y and Z.



Fig. 12A  
Automatic Annual Re-Qualification



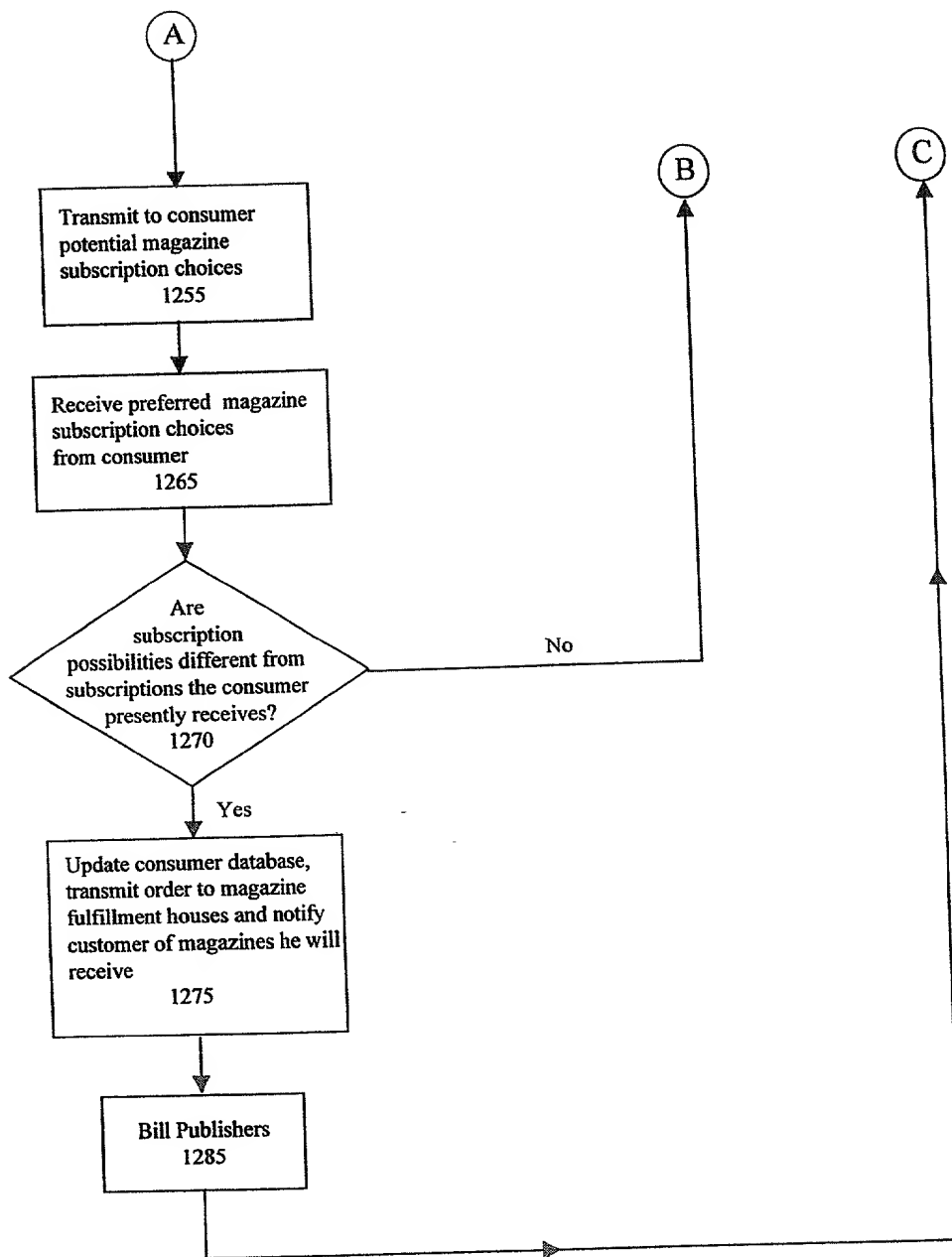
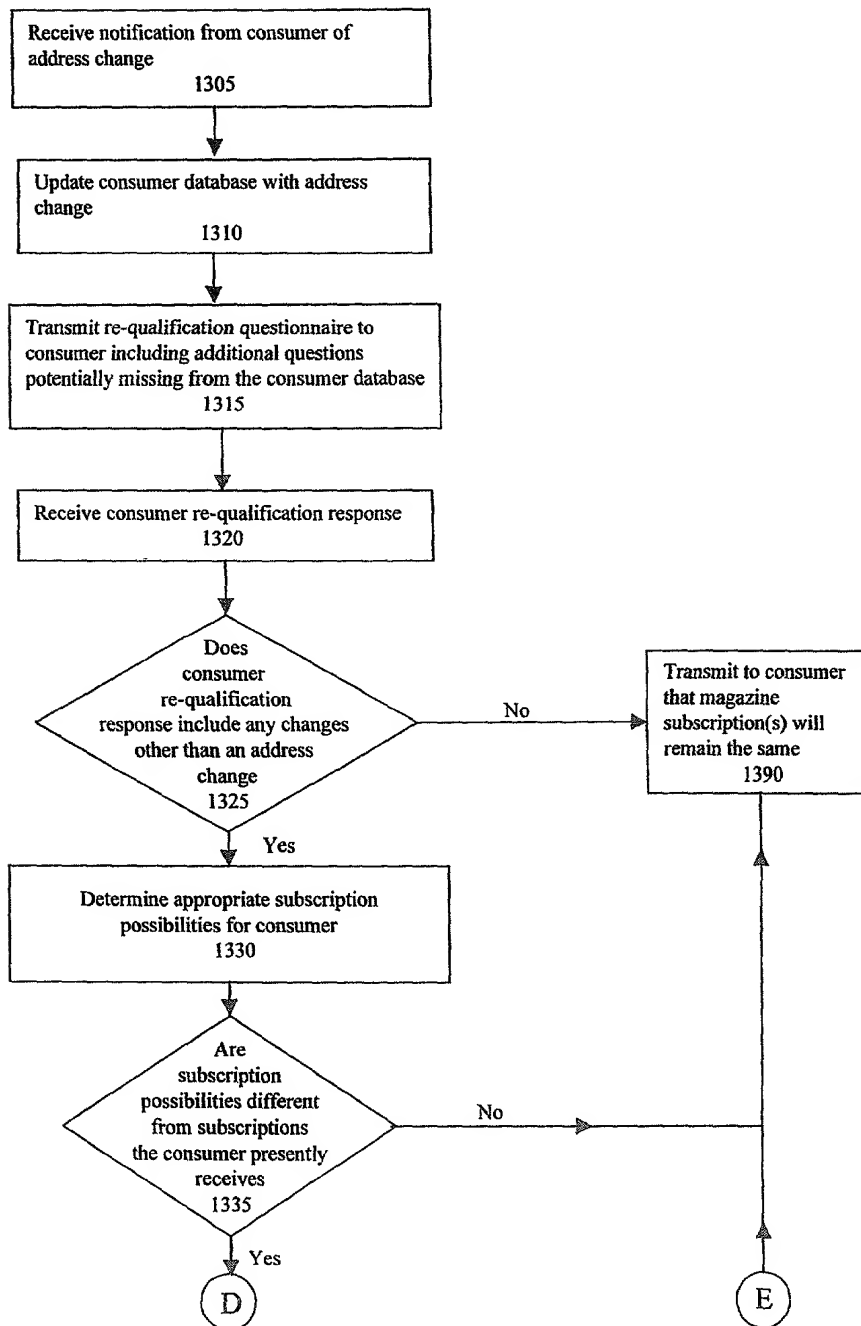


Fig. 12B

Fig. 13A  
Automatic Re-Qualification  
Based on Address Change



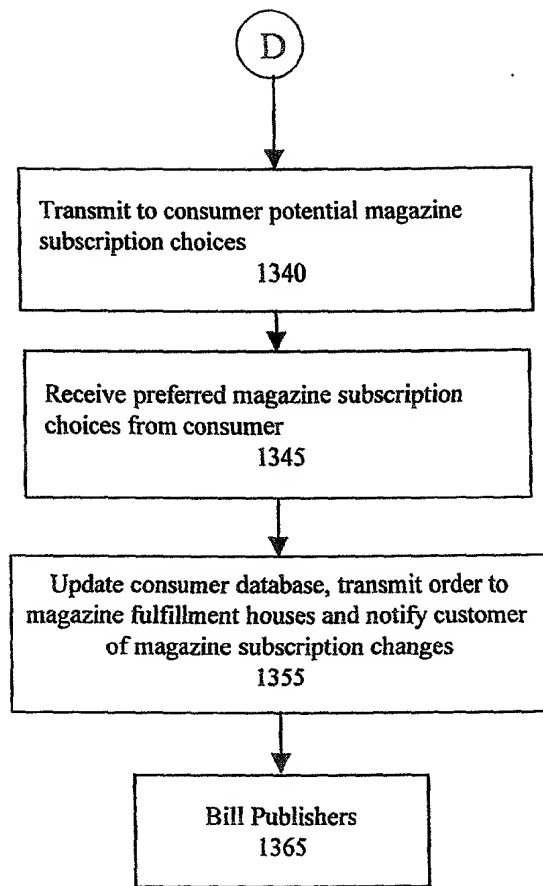


Fig. 13B